FOR IMMEDIATE RELEASE

November 21, 1983

11/28/83
A3350-1

ASSOCIATION OF HOME APPLIANCE MANUFACTURERS
20 NORTH WACKER DRIVE • CHICAGO, ILLINOIS 60606
312-984-5800
GOVERNMENT RELATIONS: 1901 L STREET, N. W.
WASHINGTON, D. C. 20036; 202-466-3350

OVER 31 MILLION UNITS PREDICTED FOR MAJOR APPLIANCE INDUSTRY

CHICAGO -- The major appliance industry experienced its second best October in history with total factory shipments exceeding three million units for an increase of 29.7% over 1982, reports the Association of Home Appliance Manufacturers (AHAM). Shipments during the first 10 months of the year are up 19.7% over the 1982 level.

"There is no doubt that shipments of major household appliances will exceed 31 million units this year," notes AHAM president Robert Holding, "making this the best year since 1979 for the industry." Shipments during the first 10 months of 1983 exceed the total for all of 1982 by nearly a half-million units.

A firming of the economic recovery and improved consumer confidence coupled with strong replacement demand and a revised new housing market continue to account for the significant increase in shipments. Compared to 1982, year-to-date shipment increases exceeded: 15% for home laundry; 20% for refrigerators; 30% for disposers and electric ranges; and 40% for dishwashers and microwave ovens.

Month-to-month comparisons followed a similar pattern, except for microwave ovens (770,700 units) which increased by 63.8% in October for the third consecutive record-breaking month. Disposers also established a new shipment record (360,400 units), making October their best month in history.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
October, 1983

	October 1983	October 1982	% Change	Calendar Year to Date 1983	1982	% Change
ALL MAJOR APPLIANCES**	3,045.6	2,347.8*	+29.7%	27,139.0	22,676.1*	+19.7%
ROOM AIR CONDITIONERS	32.0	33.5*	- 4.5	1,850.9	2,605.3*	-29.0
DEHUMIDIFIERS	- 0.2	4.9*	--	425.4	434.2*	- 2.0
DISHWASHERS - TOTAL	310.7	218.0*	+42.5	2,546.3	1,785.4*	+42.6
Built-In	286.3	194.2	+47.4	2,336.7	1,612.9	+44.9
Portable	24.4	23.8*	+ 2.5	209.5	172.4*	+21.5
DISPOSERS	360.4	331.2*	+ 8.8	2,977.9	2,283.9*	+30.4
COMPACTORS	14.5	14.6*	- 0.7	127.1	121.9*	+ 4.3
REFRIGERATION - TOTAL	579.1	481.1	+20.4	5,722.6	4,978.9	+14.9
Refrigerators	494.3	401.2	+23.2	4,584.5	3,791.2	+20.9
Freezers - Total	84.8	79.9	+ 6.1	1,138.1	1,187.7	- 4.2
Upright	46.2	39.7	+16.4	531.3	542.1	- 2.0
Chest	38.6	40.2	- 4.0	606.8	645.6	- 6.0
ELECTRIC RANGES - TOTAL	265.2	202.2*	+31.2	2,286.9	1,665.6*	+37.3
Free Standing	211.7	161.8*	+30.8	1,821.8	1,322.9*	+37.7
Built-In	53.5	40.4*	+32.4	465.1	342.7*	+35.7
MICROWAVE OVENS/RANGES***	770.7	470.6	+63.8	4,694.6	3,212.6	+46.1
HOME LAUNDRY - TOTAL	734.8	607.8	+20.9	6,677.6	5,731.9	+16.5
Washers - Total	411.8	346.8	+18.7	3,946.2	3,448.4	+14.4
Automatic	406.1	341.1	+19.1	3,886.4	3,394.0	+14.5
Wringer & Other	5.7	5.7	--	59.8	54.3	+10.1
Dryers - Total	323.0	261.0	+23.8	2,731.4	2,283.5	+19.6
Electric	254.8	206.6	+23.3	2,176.2	1,796.1	+21.2
Gas	68.2	54.3	+25.6	555.2	487.4	+13.9

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges

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A3350-1 12/21/83

FOR IMMEDIATE RELEASE

December 16, 1983

ASSOCIATION OF HOME APPLIANCE MANUFACTURERS
20 NORTH WACKER DRIVE • CHICAGO, ILLINOIS 60606
312-984-5800
GOVERNMENT RELATIONS: 1901 L STREET, N. W.
WASHINGTON, D. C. 20036, 202-466-3350

AHAM

APPLIANCE SHIPMENTS CONTINUE AT RECORD LEVEL

CHICAGO -- Major household appliance shipments in November were 33% ahead of the same month last year, making this the best November ever, reports the Association of Home Appliance Manufacturers (AHAM). November's shipments exceeded 2.8 million units -- 700,000 units more than in November 1982.

Based on November's record-breaking performance, the Association predicts total appliance shipments for 1983 will exceed 32 million units -- 3.5 million more units than earlier industry forecasts for the year -- making 1983 the best year for the appliance industry since 1979.

The improvement in appliance shipments reflects the increasing strength of the economic recovery. During the fourth quarter of 1982, which marked the turning point, appliance shipments were up 8.3%. As the economy gained momentum in 1983, so did major appliances. Shipments were up 22.4% in the first half of this year, and up 31.6% in the last five months. (These figures exclude room air conditioners which are highly dependent on weather conditions.)

Since July, total shipments have exceeded 14.5 million units to set an all-time high for the five-month period. The new record surpasses the previous record established in the corresponding period of 1973 -- the industry's all-time record year -- by 300,000 units.

(MORE)

November was the best month in history for disposers (393,000 units) and the second best month for microwave ovens (648,100 units). Monthly increases ranged from 18% to 83% for all categories except room air conditioners, compactors and freezers. Year-to-date shipments through November were up nearly 21%.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
November, 1983

	November 1983	November 1982	% Change	Calendar Year to Date 1983	1982	% Change
ALL MAJOR APPLIANCES**	2,819.8	2,115.6*	+33.3%	29,957.3	24,791.7*	+20.8%
ROOM AIR CONDITIONERS	52.0	70.8	-26.6	1,902.9	2,676.1	-28.9
DEHUMIDIFIERS	4.4	2.4*	+83.3	429.7	436.6*	- 1.6
DISHWASHERS - TOTAL	302.2	206.4	+46.4	2,848.5	1,991.8	+43.0
Built-In	276.8	183.2	+51.1	2,613.5	1,796.2	+45.5
Portable	25.4	23.2	+ 9.5	234.9	195.6	+20.1
DISPOSERS	393.0	259.1*	+51.7	3,369.5	2,543.0*	+32.5
COMPACTORS	13.6	12.9*	+ 5.4	140.7	134.9*	+ 4.3
REFRIGERATION - TOTAL	482.8	389.5	+24.0	6,205.4	5,368.4	+15.6
Refrigerators	410.4	310.0	+32.4	4,994.9	4,101.3	+21.8
Freezers - Total	72.4	79.5	- 8.9	1,210.5	1,267.2	- 4.5
Upright	37.3	35.9	+ 3.9	568.6	578.0	- 1.6
Chest	35.0	43.6	-19.7	641.9	689.2	- 6.9
ELECTRIC RANGES - TOTAL	253.9	195.2	+30.1	2,540.8	1,860.8	+36.5
Free Standing	200.5	156.7	+28.0	2,022.3	1,479.6	+36.7
Built-In	53.4	38.4*	+39.1	518.5	381.2*	+36.0
MICROWAVE OVENS/RANGES***	648.1	423.8	+52.9	5,342.7	3,636.4	+46.9
HOME LAUNDRY - TOTAL	690.1	570.2	+21.0	7,367.7	6,302.1	+16.9
Washers - Total	377.1	318.8	+18.3	4,323.4	3,767.2	+14.8
Automatic	372.7	313.9	+18.7	4,259.0	3,707.9	+14.9
Wringer & Other	4.5	5.0	-10.0	64.3	59.3	+ 8.4
Dryers - Total	312.9	251.4	+24.5	3,044.3	2,534.9	+20.1
Electric	245.6	195.2	+25.8	2,421.9	1,991.3	+21.6
Gas	67.3	56.2	+19.8	622.5	543.6	+14.5

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges

1/25/84 A3350-1

FOR IMMEDIATE RELEASE

January 20, 1984

ASSOCIATION OF HOME APPLIANCE MANUFACTURERS
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312-984-5800
GOVERNMENT RELATIONS: 1901 L STREET, N. W.
WASHINGTON, D. C. 20036; 202-466-3350

1983 -- BEST YEAR SINCE 1979 FOR HOME APPLIANCES

CHICAGO -- "Over 32.4 million major household appliances were shipped in 1983 setting two all-time records -- the greatest annual unit increase (5.7 million) and percentage increase (21.4%)," notes Robert Holding, president of the Association of Home Appliance Manufacturers (AHAM). "It's the best year the industry's had since 1979 when we shipped over 33 million units."

The turnaround in the economy, a high level of consumer confidence and a revived new housing market were the chief factors influencing 1983's dramatic increase in shipments over the previous year.

"We expect these positive factors to continue through most of 1984, keeping major appliance shipments at near-record levels. In fact," said Holding, "our 1984 forecast of 33.7 million units would make it the second best year in the industry's history."

1983 closed on a high note for total shipments -- with a record-breaking December (2.5 million units) and a fourth quarter (8.3 million units). Compared to the same periods last year, shipments were ahead 34% in December and 31.1% during the fourth quarter.

New annual records were established in 1983 for microwave ovens (6.1 million units) and disposers (3.5 million units). Many products made remarkable annual gains, with increases exceeeding 20% for disposers,

(MORE)

refrigerators and dryers; 30% for electric ranges; 40% for dishwashers; and 50% for microwave ovens.

December was the best month in history for microwave ovens (771,600 units) and the best December ever for disposers (263,700 units). Monthly increases ranged from 11.1% to 138.7% for all but one product category.

# # #

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
December, 1983

	December 1983	December 1982	% Change	Calendar Year to Date 1983	1982	% Change	Calendar Quarter 1983	1982	% Change
ALL MAJOR APPLIANCES**	2,535.2	1,891.3*	+34.0%	32,386.2	26,683.0*	+21.4%	8,331.6	6,354.7*	+31.1%
ROOM AIR CONDITIONERS	98.6	84.5	+16.7	2,001.5	2,760.6	-27.5	182.6	188.7	- 3.2
DEHUMIDIFIERS	7.4	3.1*	+138.7	437.1	439.8*	- 0.6	11.4	10.4*	+ 9.6
DISHWASHERS - TOTAL	244.6	177.9	+37.5	3,093.0	2,169.7	+42.6	857.5	602.3	+42.4
Built-In	217.0	159.4	+36.1	2,830.6	1,955.6	+44.7	780.1	536.8	+45.3
Portable	27.6	18.5	+49.2	262.5	214.1	+22.6	77.4	65.5	+18.2
DISPOSERS	263.7	236.9*	+11.3	3,526.9	2,779.9*	+26.9	948.3	827.1*	+14.7
COMPACTORS	16.0	13.2*	+21.2	156.7	148.1*	+ 5.8	44.1	40.8*	+ 8.1
REFRIGERATION - TOTAL	398.2	335.5	+18.7	6,603.5	5,704.0	+15.8	1,460.0	1,206.1	+21.1
Refrigerators	321.2	262.2	+22.5	5,316.1	4,363.5	+21.8	1,225.9	973.5	+25.9
Freezers - Total	77.0	73.3	+ 5.0	1,287.5	1,340.4	- 3.9	234.1	232.7	+ 0.6
Upright	38.8	36.5	+ 6.3	607.4	614.5	- 1.2	122.3	112.2	+ 9.0
Chest	38.2	36.7	+ 4.1	680.1	726.0	- 6.3	111.9	120.5	- 7.1
ELECTRIC RANGES - TOTAL	211.4	174.9*	+20.9	2,752.2	2,035.7*	+35.2	730.5	572.3*	+27.6
Free Standing	167.1	139.5	+19.8	2,189.4	1,619.1	+35.2	579.3	458.0	+26.5
Built-In	44.3	35.5*	+24.8	562.8	416.6*	+35.1	151.2	114.2*	+32.4
MICROWAVE OVENS/RANGES***	771.6	434.4	+77.6	6,114.3	4,070.8	+50.2	2,190.4	1,328.8	+64.8
HOME LAUNDRY - TOTAL	541.8	444.6	+21.9	7,909.5	6,746.7	+17.2	1,966.7	1,622.6	+21.2
Washers - Total	292.3	252.0	+16.0	4,615.6	4,019.2	+14.8	1,081.2	917.6	+17.8
Automatic	287.3	247.5	+16.1	4,546.4	3,955.4	+14.9	1,066.1	902.6	+18.1
Wringer & Other	5.0	4.5	+11.1	69.3	63.8	+ 8.6	15.1	15.1	--
Dryers - Total	249.6	192.6	+29.6	3,293.9	2,727.5	+20.8	885.5	705.0	+25.6
Electric	200.1	151.9	+31.7	2,622.0	2,143.3	+22.3	700.5	553.8	+26.5
Gas	49.5	40.6	+21.9	671.9	584.2	+15.0	185.0	151.2	+22.4

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges

MAJOR HOME APPLIANCE FACTORY SHIPMENTS
THOUSANDS OF UNITS
(DOMESTIC + EXPORT)

	1984*	1985*
Room Air Conditioners	2,605	2,775
Dehumidifiers	450	480
Dishwashers	3,193	3,299
Built-In	2,948	3,059
Portable	245	240
Disposers	3,670	3,764
Compactors	172	185
Refrigerators	5,598	5,868
Freezers	1,350	1,424
Upright	614	658
Chest	736	766
Electric Ranges	3,011	3,141
Free-Standing	2,405	2,513
Built-In	606	628
Microwave Oven/Ranges***	5,733	6,019
Washers	4,830	4,959
Automatic	4,772	4,903
Wringer & Other	58	56
Dryers	3,348	3,397
Electric	2,650	2,693
Gas	698	704
TOTAL SHIPMENTS	33,749	35,092

* Forecasts as of November, 1983
** Figures may not add due to rounding and overlapping product categories
*** Includes U. S. produced and imported microwave ovens and combination microwave oven/ranges

2/84
A3350-1

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

A NEW RECORD JANUARY
FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- The home appliance industry opened 1984 with the best January in the history of the major appliance industry.

According to the Association of Home Appliance Manufacturers (AHAM), over 3.2 million major appliances were shipped in January, beating the previous January 1983 high by over half a million units.

And more new records are likely to follow! Appliance manufacturers forecast 33.7 million shipments this year, which would make 1984 the second best year in the industry's history. "Such a 'second best' year should delight the industry," comments AHAM President Robert Holding, "because many companies significantly lowered their break-even point during the '81-'82 slump and strong sales now translate quickly to an improved bottom line ... and 1985 looks even more impressive."

If the 1973 record isn't broken in 1984, it could easily fall in 1985, the Association observed. The industry's conservative 1985 forecast calls for 35.1 million major appliance shipments (a total just shy of the 1973 record), but a strong fourth quarter in 1983 and an exceptional January are creating optimism.

The driving force behind this optimistic picture is the strong

(MORE)

economic recovery, which has business booming in many industries, but exploding in the appliance industry. In fact, this was the best January ever for six major appliances:

* dishwashers - 308,400 units;
* disposers - 339,500 units;
* refrigerators - 494,500 units;
* microwave ovens - 737,800 units;
* automatic washers - 479,400 units; and
* electric dryers - 292,400 units.

The dramatic upturn in appliance shipments starting in late 1982 confirms the industry's prediction that an unusually strong replacement market is due to crest in the mid-1980s. The industry shipped 288 million major appliances in the period from 1962 to 1973. These products are due for replacement in the next five years.

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2/20/84

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
January, 1984

	January 1984	January 1983	% Change
ALL MAJOR APPLIANCES**	3,273.0	2,175.0*	+50.5%
ROOM AIR CONDITIONERS	167.6	88.5*	+89.4
DEHUMIDIFIERS	20.8	23.0*	- 9.6
DISHWASHERS - TOTAL	308.4	213.0*	+44.8
Built-In	280.1	190.8	+46.8
Portable	28.3	22.1*	+28.1
DISPOSERS	339.5	262.5*	+29.3
COMPACTORS	15.0	10.7*	+40.2
REFRIGERATION - TOTAL	597.1	463.3*	+28.9
Refrigerators	494.5	363.4*	+36.1
Freezers - Total	102.7	99.9*	+ 2.8
Upright	48.9	46.4	+ 5.4
Chest	53.8	53.5*	+ 0.6
ELECTRIC RANGES - TOTAL	260.3	190.3*	+36.8
Free Standing	207.6	154.6*	+34.3
Built-In	52.7	35.7*	+47.6
MICROWAVE OVENS/RANGES***	737.8	312.5*	+136.1
HOME LAUNDRY - TOTAL	845.8	624.1	+35.5
Washers - Total	479.4	364.1	+31.7
Automatic	479.4	358.4	+33.8
Wringer & Other	#	5.7	#
Dryers - Total	366.4	260.0	+40.9
Electric	292.4	207.3	+41.1
Gas	74.0	52.7	+40.4

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
\# Series discontinued

3/27/84
A3350-1

NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

HOME APPLIANCE SHIPMENTS
CONTINUE RECORD-BREAKING PACE

CHICAGO -- February shipments of major household appliances exceeded three million units, making it the best February ever, notes the Association of Home Appliance Manufacturers (AHAM). Total shipments were nearly 40% ahead of last year.

February also marks the fourth consecutive record-breaking month, observes the Association.

For the first time in history, shipments in both February and January surpassed three million units. Total shipments for the first two months of 1984 are 44.8% ahead of the same 1983 period.

Room air conditioners are making a strong comeback with an increase of 104.7% over last February and a year-to-date increase of 98.4% over the first two months of 1983. The high shipment level indicates that dealers are getting ready for the warm season ahead by rebuilding inventories that were depleted during last summers' uncommonly hot weather.

Microwave ovens continue their strong penetration of the appliance market with shipments up 101.2% over February 1983.

Increases of 20% or greater were registered for all but one pro-

(MORE)

duct category, indicating a broad based appliance demand. According to the industry, a strong replacement market is responsible for this demand and is expected to continue for the next several years while consumers replace the nearly 300 million major household appliances purchased during the 1960s and early 1970s.

# # #

3/19/84

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
February, 1984

	February 1984	February 1983	% Change	Calendar Year to Date 1984	1983	% Change
ALL MAJOR APPLIANCES**	3,023.0	2,160.3*	+39.9%	6,279.3	4,335.2*	+44.8%
ROOM AIR CONDITIONERS	261.8	127.9*	+104.7	429.4	216.4*	+98.4
DEHUMIDIFIERS	65.2	30.4*	+114.5	86.1	53.4*	+61.2
DISHWASHERS - TOTAL	241.7	197.4*	+22.4	550.1	410.3*	+34.1
Built-In	221.8	180.4	+22.9	501.9	371.2	+35.2
Portable	19.9	17.0*	+17.1	48.2	39.1*	+23.3
DISPOSERS	355.2	293.9*	+20.9	708.0	556.4*	+27.2
COMPACTORS	14.5	9.3	+55.9	29.5	20.0	+47.5
REFRIGERATION - TOTAL	520.4	433.4*	+20.1	1,117.6	896.8*	+24.6
Refrigerators	425.8	336.7*	+26.5	920.3	700.1*	+31.5
Freezers - Total	94.6	96.8*	- 2.3	197.3	196.7*	+ 0.3
Upright	43.7	44.8	- 2.5	92.6	91.2	+ 1.5
Chest	50.9	52.0*	- 2.1	104.8	105.5*	- 0.7
ELECTRIC RANGES - TOTAL	236.8	183.6*	+29.0	497.0	373.9*	+32.9
Free Standing	184.1	144.3*	+27.6	391.6	298.9*	+31.0
Built-In	52.7	39.3*	+34.1	105.4	75.0*	+40.5
MICROWAVE OVENS/RANGES***	586.9	291.7*	+101.2	1,294.6	604.2*	+114.3
HOME LAUNDRY - TOTAL	758.1	603.9	+25.5	1,603.9	1,228.0	+30.6
Washers - Total	427.2	353.1	+21.0	906.6	717.2	+26.4
Automatic	427.2	347.5	+22.9	906.6	705.9	+28.4
Wringer & Other	#	5.6	#	#	11.3	#
Dryers - Total	331.0	250.8	+32.0	697.3	510.8	+36.5
Electric	259.4	196.0	+32.3	551.8	403.3	+36.8
Gas	71.6	54.8	+30.7	145.6	107.5	+35.4

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
\# Series discontinued

4/25/84
A 3360-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

BEST MARCH EVER FOR MAJOR HOUSEHOLD APPLIANCES

CHICAGO -- The major appliance industry shipped 3,387,300 units -- 23.2% more than the same month last year -- for the largest March shipment in history, reports the Association of Home Appliance Manufacturers (AHAM).

March was also the third consecutive 3-million-unit month, ending 1984's first quarter above 9.6 million units -- the second highest shipment for any calendar quarter. Total shipments this year are 36.5% ahead of 1983's first quarter.

"A huge backlog of pent-up demand," explains AHAM President Robert Holding, "is the main reason for repeated record shipments. By AHAM's count, over 288 million major appliances will be replaced over the next several years."

Outstanding quarterly gains -- 98.8% and 78.3% respectively -- were recorded for microwave ovens (1,909,300 units) and room air conditioners (933,900 units). All other major appliances showed significant quarterly gains ranging from 16.7% to 32.8%, except freezers.

March was the best month in history for disposers (368,300 units) and the best March ever for microwave ovens (614,700 units). It was the best March since 1979 for refrigerators (508,900 units), electric ranges (259,500 units), electric dryers (233,000 units) and automatic washers (419,500 units).

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Government Relations 1901 L Street, N. W. Washington, D.C. 20036 202-466-3350

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
March, 1984

	March 1984	March 1983	% Change	Calendar Year to Date 1984	1983	% Change
ALL MAJOR APPLIANCES**	3,387.3	2,748.5*	+23.2%	9,672.1	7,803.7*	+36.5%
ROOM AIR CONDITIONERS	504.5	307.4*	+64.1	933.9	523.8*	+78.3
DEHUMIDIFIERS	83.7	80.0*	+ 4.6	171.6	133.4*	+28.6
DISHWASHERS - TOTAL	258.1	248.1*	+ 4.0	808.2	658.4*	+22.8
Built-In	241.3	227.5	+ 6.1	743.2	598.7	+24.1
Portable	16.8	20.6*	-18.4	65.0	59.7*	+ 8.9
DISPOSERS	368.3	308.5*	+19.4	1,079.8	864.8*	+24.9
COMPACTORS	11.8	11.1*	+ 6.3	41.3	31.1*	+32.8
REFRIGERATION - TOTAL	598.1	519.2*	+15.2	1,715.7	1,416.0*	+21.2
Refrigerators	508.9	403.8*	+26.0	1,429.1	1,103.9*	+29.5
Freezers - Total	89.2	115.4*	-22.7	286.6	312.1*	- 8.2
Upright	43.6	51.7	-15.7	136.2	142.9	- 4.7
Chest	45.6	63.7*	-28.4	150.4	169.2*	-11.1
ELECTRIC RANGES - TOTAL	259.5	232.3*	+11.7	756.6	606.1*	+24.8
Free Standing	210.5	182.4*	+15.4	602.1	481.3*	+25.1
Built-In	49.0	49.9*	- 1.8	154.4	124.9*	+23.6
MICROWAVE OVENS/RANGES***	614.7	356.2*	+72.6	1,909.3	960.4*	+98.8
HOME LAUNDRY - TOTAL	706.9	702.8	+ 0.6	2,310.9	1,930.8	+19.7
Washers - Total	419.5	419.6	--	1,326.1	1,136.8	+16.7
Automatic	419.5	412.9	+ 1.6	1,326.1	1,118.8	+18.5
Wringer & Other	#	6.7	#	#	18.0	#
Dryers - Total	287.4	283.2	+ 1.5	984.8	794.0	+24.0
Electric	233.0	226.7	+ 2.8	784.7	630.0	+24.6
Gas	54.5	56.6	- 3.7	200.0	164.1	+21.9

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
\# Series discontinued

5/22/84
A3350-1

NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

1984'S MAJOR APPLIANCE SHIPMENTS OUTPACE SAME PERIOD OF RECORD YEAR

CHICAGO -- Manufacturers shipped over 12.8 million major appliances in the first four months of 1984 -- almost one million units more than were shipped during the same period in 1973, the industry's record year, reports the Association of Home Appliance Manufacturers (AHAM).

Total shipments for January through April are 7.9% ahead of the comparable 1973 period.

April marks the fourth consecutive 3-million-unit month for total factory shipments. Monthly shipments were nearly 3.2 million units for a 26.4% increase over the same month last year, making April the second-best April ever.

For the first time in the industry's history, total shipments in the first four months surpassed 12 million units. For the same 1973 period, total shipments were 11.9 million units.

Compared to 1983, total shipments for the first four months are 34% ahead, with most products showing gains of 20-30%. Topping the list are microwave ovens and room air conditioners, with increases of 85.5% and 77.9%, respectively.

Microwave ovens continue to increase their market penetration,

(MORE)

with year-to-date shipments exceeding 2.5 million units. Nearly 1.4 million room air conditioners have been shipped this year as dealers continue to restock inventories depleted from last year's abnormally hot summer.

# # #

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
April, 1984

	April 1984	April 1983	% Change	Calendar Year to Date 1984	1983	% Change
ALL MAJOR APPLIANCES**	3,170.2	2,507.9*	+26.4%	12,856.7	9,591.6*	+34.0%
ROOM AIR CONDITIONERS	458.7	258.8	+77.2	1,392.6	782.6	+77.9
DEHUMIDIFIERS	72.9	65.6*	+11.1	243.5	199.0*	+22.4
DISHWASHERS - TOTAL	257.6	214.1	+20.3	1,065.9	872.5	+22.2
Built-In	239.2	195.0	+22.7	982.4	793.8	+23.8
Portable	18.5	19.1	- 3.1	83.5	78.7	+ 6.1
DISPOSERS	347.9	311.6*	+11.6	1,443.2	1,176.5*	+22.7
COMPACTORS	15.4	12.0*	+28.3	56.7	43.0*	+31.9
REFRIGERATION - TOTAL	573.9	473.2*	+21.3	2,289.6	1,889.2*	+21.2
Refrigerators	484.3	362.0*	+33.8	1,913.4	1,465.9*	+30.5
Freezers - Total	89.6	111.2	-19.4	376.2	423.3	-11.1
Upright	41.9	47.1	-11.0	178.1	190.0	- 6.3
Chest	47.8	64.1	-25.4	198.1	233.3	-15.1
ELECTRIC RANGES - TOTAL	237.0	200.7*	+18.1	993.6	806.8*	+23.2
Free Standing	190.4	160.5*	+18.6	792.5	641.8*	+23.5
Built-In	46.6	40.2*	+15.9	201.0	165.0*	+21.8
MICROWAVE OVENS/RANGES***	611.5	398.2	+53.6	2,520.8	1,358.6*	+85.5
HOME LAUNDRY - TOTAL	613.8	588.2	+ 4.4	2,924.7	2,519.0	+16.1
Washers - Total	364.1	352.5	+ 3.3	1,690.2	1,489.3	+13.5
Automatic	364.1	346.6	+ 5.0	1,690.2	1,465.4	+15.3
Wringer & Other	#	5.9	#	#	23.9	#
Dryers - Total	249.7	235.8	+ 5.9	1,234.5	1,029.8	+19.9
Electric	203.2	190.0	+ 6.9	987.9	820.0	+20.5
Gas	46.5	45.8	+ 1.5	246.6	209.8	+17.5

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
\# Series discontinued

6/2/84 A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

RECORD MONTH FOR MAJOR APPLIANCES

PACED BY ROOM AIR CONDITIONERS

CHICAGO -- The major household appliance industry shipped 3,660,900 units in May -- the largest appliance shipment for any month in history, reports the Association of Home Appliance Manufacturers (AHAM). Much of the credit for the industry's new record goes to the outstanding level of room air conditioner shipments.

The new record was an encouraging indicator for an industry driving toward new sales records. Year-to-date shipments currently exceed 16.5 million units, which is 7.8% higher than the 15.3 million units shipped in the first five months of 1973, the industry's record year.

May also marks the fifth consecutive 3-million-unit month for total factory shipments, an event which occurred only once previously in 1973.

The sharp rebound in room air conditioners led the way to the new record level. The May shipment of 588,000 room air conditioners yielded increases of 96% over May 1983 and 83% for the first five months.

AHAM anticipates that total shipment levels will remain high in upcoming months, but that the rates of increase will moderate as figures for the remainder of the year are compared to the relatively high shipment levels recorded in the last half of 1983.

061584

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
May, 1984

	May 1984	May 1983	% Change	Calendar Year to Date 1984	1983	% Change
ALL MAJOR APPLIANCES**	3,660.9	2,891.8*	+26.6%	16,521.4	12,438.4*	+32.3%
ROOM AIR CONDITIONERS	588.0	300.0	+96.0	1,980.6	1,082.6	+82.9
DEHUMIDIFIERS	110.8	77.8*	+42.4	354.6	276.8*	+28.1
DISHWASHERS - TOTAL	295.9	259.3	+14.1	1,361.8	1,131.8	+20.3
Built-In	277.0	235.4	+17.7	1,259.4	1,029.2	+22.4
Portable	18.9	23.9	-20.9	102.4	102.6	- 0.2
DISPOSERS	279.1	241.9*	+15.4	1,725.9	1,418.4*	+21.7
COMPACTORS	15.5	13.6*	+14.0	72.1	56.6*	+27.4
REFRIGERATION - TOTAL	684.3	576.6*	+18.7	2,974.0	2,465.7*	+20.6
Refrigerators	574.2	463.4*	+23.9	2,487.6	1,929.3*	+28.9
Freezers - Total	110.1	113.1*	- 2.7	486.3	536.4*	- 9.3
Upright	51.8	48.0*	+ 7.9	229.9	238.0*	- 3.4
Chest	58.3	65.1*	-10.4	256.4	298.4*	-14.1
ELECTRIC RANGES - TOTAL	262.5	251.7*	+ 4.3	1,256.0	1,058.5*	+18.7
Free Standing	209.5	205.3*	+ 2.0	1,002.0	847.1*	+18.3
Built-In	53.0	46.3*	+14.5	254.0	211.4*	+20.2
MICROWAVE OVENS/RANGES***	718.6	492.4	+45.9	3,239.4	1,851.0	+75.0
HOME LAUNDRY - TOTAL	725.2	697.9*	+ 3.9	3,649.9	3,217.0*	+13.5
Washers - Total	435.9	415.9	+ 4.8	2,126.1	1,905.2	+11.6
Automatic	435.9	410.2	+ 6.3	2,126.1	1,875.6	+13.4
Wringer & Other	#	5.7	#	#	29.6	#
Dryers - Total	289.3	282.0*	+ 2.6	1,523.8	1,311.8*	+16.2
Electric	228.6	224.8*	+ 1.7	1,216.5	1,044.8*	+16.4
Gas	60.7	57.2	+ 6.1	307.3	267.1	+15.1

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
\# Series discontinued

A3350-1

NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

MAJOR HOUSEHOLD APPLIANCE INDUSTRY ANNOUNCES

RECORD MONTH, QUARTER AND FIRST-HALF

CHICAGO -- More than 3.8 million major appliances were shipped in June ... 10.6 million in the second quarter ... and 20.3 million in the first half of 1984 ... establishing three new industry records, reports the Association of Home Appliance Manufacturers (AHAM).

"When monthly shipments peaked in June for a new record month, they pulled the 'quarter' and 'year-to-date' figures to new record high's as well," explained AHAM President Robert Holding.

June marked the sixth consecutive month of 3-million-plus units -- an industry first. Total June shipments were 32.6% ahead of June 1983.

"If market demand for appliances equals last year's second-half, 1984 will surpass the previous best appliance year by 1.5 million units." Total year-to-date shipments are 32.4% ahead of the first six months of 1983 and 8.5% ahead of the same period in 1973, the industry's record year.

Fueling this market momentum is a huge backlog of pent-up replacement demand. Approximately 288 million major appliances will need to be purchased in the next few years to replace those bought 10 to 20 years ago.

Shipment gains for room air conditioners, microwave ovens and dehumidifiers in June and the first-half were particularly impressive.

(MORE)

* Monthly totals for:
  -- room air conditioners - 647,900 units (up 144.9%),
  -- dehumidifiers - 116,900 units (up 84.4%),
  -- microwave ovens - 725,700 units (up 68.3%).
* Year-to-date totals for:
  -- room air conditioners - 2.6 million units (up 95.1%),
  -- microwave ovens - 3.9 million units (up 73.7%),
  -- dehumidifiers - 471,400 units (up 38.6%).

# # #

Editor's Note: Shipments are booming for ...

... MICROWAVE OVENS because ...

* *They provide the cooking speed and flexibility today's consumers need. Only 15% of adults live in "traditional family" households, composed of a husband, full-time homemaker/wife and children.*
  -- *In households where there are children, over 57% of the women work outside the home. That translates into 6.5 million children with working mothers.*
  -- *People are remaining single longer. Among 30- to 34-year-olds in 1982, almost 12% of women and 17% of men had never married. In 1970, the figures were 6% and 9%, respectively.*
  -- *With medical advances, more people are living longer. Seniors 65 or older accounted for 11.3% of the 1980 population, or*

(MORE)

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
June, 1984

	June 1984	June 1983	% Change	Calendar Year to Date 1984	1983	% Change	Calendar Quarter 1984	1983	% Change
ALL MAJOR APPLIANCES**	3,836.1	2,892.8*	+32.6%	20,354.8	15,376.2*	+32.4%	10,668.3	8,292.5*	+28.6%
ROOM AIR CONDITIONERS	647.9	264.6	+144.9	2,628.5	1,347.3	+95.1	1,694.6	823.4	+105.8
DEHUMIDIFIERS	116.9	63.4*	+84.4	471.4	340.2*	+38.6	300.8	206.8*	+45.5
DISHWASHERS - TOTAL	286.1	276.5	+ 3.5	1,647.9	1,408.3	+17.0	839.7	749.9	+12.0
Built-In	268.4	254.6	+ 5.4	1,527.8	1,283.8	+19.0	784.6	685.0	+14.5
Portable	17.7	21.9	-19.2	120.1	124.5	- 3.5	55.1	64.9	-15.1
DISPOSERS	327.8	292.9*	+11.9	2,051.2	1,711.3*	+19.9	955.8	846.4*	+12.9
COMPACTORS	16.0	14.5*	+10.3	88.0	71.1*	+23.8	46.8	40.0*	+17.0
REFRIGERATION - TOTAL	767.8	656.8*	+16.9	3,741.7	3,122.5*	+19.8	2,026.0	1,706.5*	+18.7
Refrigerators	641.4	520.2*	+23.3	3,129.0	2,449.6*	+27.7	1,699.8	1,345.7*	+26.3
Freezers - Total	126.4	136.5	- 7.4	612.8	672.9	- 8.9	326.2	360.8*	- 9.6
Upright	62.0	57.5	+ 7.8	291.9	295.5	- 1.2	155.7	152.6*	+ 2.0
Chest	64.4	79.0	-18.5	320.9	377.4	-15.0	170.5	208.2*	-18.1
ELECTRIC RANGES - TOTAL	265.0	247.8*	+ 6.9	1,521.0	1,306.3*	+16.4	764.5	700.1*	+ 9.2
Free Standing	216.2	195.4*	+10.6	1,221.7	1,042.5*	+17.2	619.6	561.3*	+10.4
Built-In	48.8	52.4*	- 6.9	299.4	263.7*	+13.5	144.9	138.9*	+ 4.3
MICROWAVE OVENS/RANGES***	725.7	431.3	+68.3	3,965.1	2,282.3	+73.7	2,055.7	1,321.9*	+55.5
HOME LAUNDRY - TOTAL	701.9	663.3	+ 5.8	4,351.8	3,880.3	+12.2	2,040.9	1,949.5*	+ 4.7
Washers - Total	428.5	399.1	+ 7.4	2,554.6	2,304.3	+10.9	1,228.4	1,167.5	+ 5.2
Automatic	428.5	393.5	+ 8.9	2,554.6	2,269.1	+12.6	1,228.4	1,150.3	+ 6.8
Wringer & Others	#	5.6	#	#	35.2	#	#	17.2	#
Dryers - Total	273.5	264.2	+ 3.5	1,797.3	1,576.0	+14.0	812.5	782.0*	+ 3.9
Electric	217.6	211.8	+ 2.7	1,434.1	1,256.5	+14.1	649.4	626.6*	+ 3.6
Gas	55.9	52.4	+ 6.7	363.1	319.4	+13.7	163.1	155.4	+ 5.0

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
\# Series discontinued

A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

BEST JULY IN HISTORY

FOR MAJOR HOUSEHOLD APPLIANCES

CHICAGO -- The appliance industry shipped over 3.2 million appliances in July -- 200,000 units more than the July 1973 record, reports the Association of Home Appliance Manufacturers (AHAM). Total July shipments were 20.3% higher than the same month last year.

July also marks the seventh consecutive 3-million-unit month, beating the previous record of five such consecutive months set in 1973, the industry's record year.

Total year-to-date shipments surpassed 23.4 million units and are 7.8% higher (1.7 million units greater) than total shipments for the same 1973 period.

"If shipments for the remaining five months continue at a level comparable to last year's 14.2 million units, the 1973 record of 35.8 million units will be shattered," comments Paul Roman, AHAM vice president of marketing and international trade.

While room air conditioners, microwave ovens and dehumidifiers showed the greatest shipment gains in the first half of the year, new categories emerged at the top of July's list. Shipments were up:

(MORE)

* 48.3% for dishwashers (290,600 units),
* 44.5% for microwave ovens (661,800 units),
* 36.9% for clothes dryers (282,600 units),
* 35.7% for electric ranges (266,900 units),
* 29.2% for automatic clothes washers (416,500 units), and
* 23.7% for refrigerators (652,200 units).

According to the industry, the continued high shipment levels are due to improved consumer confidence in the economy and new housing construction, coupled with strong replacement demand. This demand is expected to continue for the next several years while consumers replace the nearly 300 million major household appliances purchased during the 1960's and early 1970's.

# # #

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
July, 1984

	July 1984	July 1983	% Change	Calendar Year to Date 1984	1983	% Change
ALL MAJOR APPLIANCES**	3,243.2	2,697.0*	+20.3%	23,485.4	18,117.7*	+29.6%
ROOM AIR CONDITIONERS	186.9	306.4	-39.0	2,815.4	1,653.7	+70.2
DEHUMIDIFIERS	57.5	60.6*	- 5.1	528.6	400.8*	+31.9
DISHWASHERS - TOTAL	290.6	196.0	+48.3	1,937.6	1,604.3	+20.8
Built-In	275.3	181.4	+51.8	1,802.3	1,465.2	+23.0
Portable	15.2	14.6	+ 4.1	135.3	139.2	- 2.8
DISPOSERS	280.0	278.3*	+ 0.6	2,340.1	1,989.6*	+17.6
COMPACTORS	14.1	12.5*	+12.8	102.1	83.6*	+22.1
REFRIGERATION - TOTAL	805.1	675.0*	+19.3	4,474.3	3,866.6*	+15.7
Refrigerators	652.2	527.2*	+23.7	3,669.5	3,028.6*	+21.2
Freezers - Total	152.9	147.9*	+ 3.4	804.8	838.0*	- 4.0
Upright	73.3	74.3*	- 1.3	383.4	380.2*	+ 0.8
Chest	79.6	73.5*	+ 8.3	421.4	457.8*	- 8.0
ELECTRIC RANGES - TOTAL	266.9	196.7*	+35.7	1,789.9	1,503.0*	+19.1
Free Standing	218.9	154.6*	+41.6	1,441.9	1,197.2*	+20.4
Built-In	48.0	42.1*	+14.0	348.1	305.8*	+13.8
MICROWAVE OVENS/RANGES***	661.8	458.0*	+44.5	4,577.0	2,715.7*	+68.5
HOME LAUNDRY - TOTAL	699.1	528.7	+32.2	5,050.9	4,409.0	+14.6
Washers - Total	416.5	322.4	+29.2	2,971.1	2,626.7	+13.1
Automatic	416.5	318.6	+30.7	2,971.1	2,587.8	+14.8
Wringer & Other	#	3.7	#	#	38.9	#
Dryers - Total	282.6	206.4	+36.9	2,079.9	1,782.4	+16.7
Electric	226.3	163.5	+38.4	1,660.4	1,420.1	+16.9
Gas	56.3	42.9	+31.2	419.4	362.3	+15.8

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
\# Series discontinued

A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

BEST AUGUST EVER

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped more than 3.1 million units in August -- the largest August shipment in history, reports the Association of Home Appliance Manufacturers (AHAM).

August's record shipment represents little change -- a 2.4% increase -- from the outstanding, 3-million-unit shipment a year ago. While the shipment increase was not as dramatic as in previous months, it parallels other economic indicators which point toward a more moderate growth rate for the entire economy.

"August's exceptionally high shipment is extremely encouraging to an industry working toward a new annual record," comments AHAM President Robert Holding. Traditionally, appliance shipment levels slow somewhat in August.

Total year-to-date shipments surpassed 26.6 million units and are 7.5% higher (1.8 million units greater) than total shipments for the same period in 1973, the industry's record year.

Over 715,000 microwave ovens and 330,000 food disposers were shipped in August, making it the best August ever for these appliances. Shipment increases were 33.2% and 14.3% respectively.

Dehumidifiers (38,300 units) and compactors (15,100 units) also

(MORE)

made significant gains -- up 118.9% and 25.8% respectively.

The industry expects total shipments to remain high for the rest of the year, but rates of growth to narrow as future shipments are compared to last year's strong levels.

# # #

092084

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
August, 1984

	August 1984	August 1983	% Change	Calendar Year to Date 1984	1983	% Change
ALL MAJOR APPLIANCES**	3,142.4	3,069.1*	+ 2.4%	26,635.0	21,186.8*	+25.7%
ROOM AIR CONDITIONERS	47.1	107.7	-56.3	2,862.5	1,761.3	+61.5
DEHUMIDIFIERS	38.3	17.5*	+118.9	566.9	418.3*	+35.5
DISHWASHERS - TOTAL	299.7	340.0	-11.9	2,237.3	1,944.4	+15.1
Built-In	279.3	319.5	-12.6	2,081.6	1,784.7	+16.6
Portable	20.4	20.5	- 0.5	155.7	159.7	- 2.5
DISPOSERS	330.7	289.2*	+14.3	2,678.0	2,278.8*	+17.5
COMPACTORS	15.1	12.0*	+25.8	117.2	95.7*	+22.5
REFRIGERATION - TOTAL	710.1	721.5*	- 1.6	5,184.3	4,597.1*	+12.8
Refrigerators	577.0	596.2*	- 3.2	4,246.5	3,624.9*	+17.1
Freezers - Total	133.1	134.3*	- 0.9	937.8	972.3*	- 3.5
Upright	64.0	65.9*	- 2.9	447.3	446.1*	+ 0.3
Chest	69.1	68.4*	+ 1.0	490.5	526.2*	- 6.8
ELECTRIC RANGES - TOTAL	251.5	269.0*	- 6.5	2,041.5	1,772.0*	+15.2
Free Standing	203.8	214.2*	- 4.9	1,645.7	1,411.3*	+16.6
Built-In	47.7	54.9*	-13.1	395.8	360.7*	+ 9.7
MICROWAVE OVENS/RANGES***	715.8	537.2*	+33.2	5,292.8	3,252.9*	+62.7
HOME LAUNDRY - TOTAL	752.7	786.6	- 4.3	5,803.6	5,195.7	+11.7
Washers - Total	444.6	469.6	- 5.3	3,415.6	3,096.3	+10.3
Automatic	444.6	461.9	- 3.7	3,415.6	3,049.6	+12.0
Wringer & Other	#	7.8	#	#	46.7	#
Dryers - Total	308.1	317.0	- 2.8	2,388.0	2,099.4	+13.7
Electric	247.3	254.9	- 3.0	1,907.7	1,675.0	+13.9
Gas	60.8	62.1	- 2.1	480.3	424.4	+13.2

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
\# Series discontinued

A3350-1

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

BEST SEPTEMBER AND THIRD QUARTER FOR MAJOR APPLIANCE INDUSTRY

CHICAGO -- September shipments of major appliances exceeded 3 million units for the first time in history, reports the Association of Home Appliance Manufacturers (AHAM).

The 3.2 million units shipped in September were 11.7% ahead of the previous record for the month, which was set in September 1983.

The month ended another calendar quarter of consecutive 3-million-unit months, bringing the quarter's total to over 9.6 million units. Compared to last year's record third quarter, shipments were nearly one million units (11.2%) higher.

"The excellent September and third-quarter results are convincing evidence that the industry is headed for a new record year," comments AHAM President Robert Holding.

Major appliance factory shipments are closing in on the current record of 35.8 million units set in 1973. During this year's first nine months, nearly 30 million appliances were shipped -- just 5.9 million units under the all-time annual record and only 2.6 million units less than the total for all of 1983.

Year-to-date shipments are ahead of last year's same period by 5.8 million units (24%). Outstanding year-to-date gains are reported for:

(MORE)

* microwave ovens, up 2.4 million units (61.4%),
* room air conditioners, up one million units (59.6%),
* home laundry equipment, up 617,400 units (10.4%),
* refrigerators, up 576,400 units (13.8%), and
* disposers, up 464,700 units (18%).

In fact, year-to-date shipments of three products -- 6.2 million microwave ovens, 2.9 million room air conditioners and 571,400 dehumidifiers -- already surpass 1983 totals.

According to the latest forecast, 1984 industry shipments are expected to total 38.7 million units. This level would result in the second consecutive year of exceptional growth following 1982's shipment of 26.7 million units and 1983's shipment of 32.4 million units.

# # #

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
September, 1984

	September 1984	September 1983	% Change	Calendar Year to Date 1984	Calendar Year to Date 1983	% Change	Calendar Quarter 1984	Calendar Quarter 1983	% Change
ALL MAJOR APPLIANCES**	3,249.4	2,908.7	+11.7%	29,887.6	24,095.5	+24.0%	9,645.4	8,674.8	+11.2%
ROOM AIR CONDITIONERS	40.2	57.6	-30.2	2,902.7	1,818.9	+59.6	274.2	471.6	-41.9
DEHUMIDIFIERS	4.5	7.3	-38.4	571.4	425.7	+34.2	100.4	85.5	+17.4
DISHWASHERS - TOTAL	302.2	291.3	+ 3.7	2,539.6	2,235.6	+13.6	892.6	827.3	+ 7.9
Built-In	283.5	265.8	+ 6.7	2,365.2	2,050.5	+15.3	838.3	766.7	+ 9.3
Portable	18.7	25.5	-26.7	174.4	185.1	- 5.8	54.3	60.6	-10.4
DISPOSERS	361.9	299.8	+20.7	3,043.3	2,578.6	+18.0	983.2	867.3	+13.4
COMPACTORS	16.0	17.0	- 5.9	133.2	112.6	+18.3	45.2	41.5	+ 8.9
REFRIGERATION - TOTAL	625.5	682.3	- 8.3	5,809.8	5,279.5	+10.0	2,140.6	2,088.0	+ 2.5
Refrigerators	519.9	565.1	- 8.0	4,766.4	4,190.0	+13.8	1,749.1	1,688.6	+ 3.6
Freezers - Total	105.6	117.2	- 9.9	1,043.4	1,089.5	- 4.2	391.5	399.4	- 2.0
Upright	56.6	59.9	- 5.5	503.9	506.0	- 0.4	193.8	200.2	- 3.2
Chest	49.0	57.3	-14.5	539.5	583.5	- 7.5	197.7	199.2	- 0.8
ELECTRIC RANGES - TOTAL	271.3	249.7	+ 8.7	2,312.7	2,021.7	+14.4	789.6	715.5	+10.4
Free Standing	227.1	198.8	+14.2	1,872.7	1,610.1	+16.3	649.7	567.6	+14.5
Built-In	44.2	50.9	-13.2	440.0	411.6	+ 6.9	139.9	147.9	- 5.4
MICRO. OVENS/RANGES***	887.5	576.0	+54.1	6,180.3	3,828.9	+61.4	2,265.0	1,571.2	+44.2
HOME LAUNDRY - TOTAL	756.6	747.2	+ 1.3	6,560.2	5,942.8	+10.4	2,208.4	2,062.6	+ 7.1
Washers - Total	434.8	438.2	- 0.8	3,850.4	3,534.5	+ 8.9	1,295.8	1,230.2	+ 5.3
Automatic	434.8	430.7	+ 1.0	3,850.4	3,480.3	+10.6	1,295.8	1,211.2	+ 7.0
Wringer & Other	#	7.5	#	#	54.2	#	#	19.0	#
Dryers - Total	321.8	309.0	+4.1	2,709.8	2,408.3	+12.5	912.6	832.4	+ 9.6
Electric	253.8	246.5	+ 3.0	2,161.5	1,921.4	+12.5	727.4	664.9	+ 9.4
Gas	68.0	62.5	+ 8.8	548.3	486.9	+12.6	185.2	167.5	+10.6

** Numbers do not add because of overlapping product category
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
# Series discontinued

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TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984**	1985**
Room Air Conditioners	4,564	2,670	2,961	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,151	3,227
Dehumidifiers	586	392	444	319	442	685	673	536	440	437	550	550
Dishwashers	3,320	2,702	3,140	3,357	3,557	3,488	2,738	2,484	2,170	3,093	3,382	3,429
Built-In	2,460	1,947	2,337	2,705	2,971	2,984	2,354	2,193	1,956	2,831	3,137	3,198
Portable	860	755	803	651	586	504	384	291	214	262	245	231
Disposers	2,553	2,080	2,516	2,941	3,312	3,317	2,962	3,179	2,780	3,544	3,965	3,953
Compactors	315	233	249	277	300	293	235	191	148	157	185	190
Refrigerators	5,982	4,577	4,817	5,707	5,890	5,701	5,124	4,944	4,364	5,477	6,180	6,090
Freezers	3,219	2,457	1,541	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,269	1,241
Upright	1,892	1,076	710	746	686	902	789	717	614	639	624	610
Chest	1,327	1,381	832	853	835	1,039	963	889	726	702	645	631
Electric Ranges	2,925	2,082	2,463	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,056	3,087
Free-Standing	2,279	1,568	1,762	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,446	2,474
Built-In	646	514	701	817	881	756	555	498	417	563	610	613
Microwave Oven/Ranges#	713	1,052	1,749	2,157	2,501	2,807	3,608	4,422	4,071	5,933	8,533	9,143
Washers	4,948	4,228	4,492	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,020	5,079
Automatic	4,713	4,032	4,288	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,020	5,079
Wringer & Other	235	196	205	194	200	186	124	88	64	69	NA	NA
Dryers	3,584	2,870	3,173	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,647	3,703
Electric	2,845	2,198	2,466	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,895	2,928
Gas	739	672	708	736	757	768	682	640	584	672	752	775
TOTAL SHIPMENTS	32,709	25,344	27,466	30,957	33,215	33,244	30,330	30,482	26,683	32,438	38,705	39,442

* 000 Omitted
** Forecasts as of September, 1984
\# Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
NOTE: Figures may not add due to rounding and overlapping product categories
NA - Not Available

10/2/84

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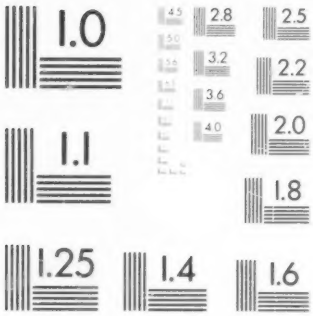
MICROCOPY RESOLUTION TEST CHART
NBS - 1010a
(ANSI and ISO TEST CHART No. 2)



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